

## CLAIMS

### What is claimed is:

1. A method of sending an advertisement to a user operating a wireless communication device, comprising:
  - receiving first information about the identity of the user;
  - searching a first database containing a plurality of user-specific advertisements;
  - selecting one of the plurality of user-specific advertisements; and
  - sending the one of the plurality of user-specific advertisements to the wireless communication device in the form of a TCP/IP (Transmission Control Protocol/Internet Protocol) message over a communication network.
2. The method of claim 1, further comprising:
  - receiving second information about a location of the user;
  - accessing a second database containing a plurality of user-specific preferences;
  - identifying one or more preferences in the second database that are associated with the user;
  - selecting the one of the plurality of user-specific advertisements based on the one or more preferences in the second database; and
  - sending the one of the plurality of user-specific advertisements in the form of the TCP/IP message to the wireless communication device without transmitting an indication of the location of the user therewith.
3. The method of claim 2, wherein receiving the second information about the location of the user includes obtaining the second information for a fee.
4. The method of claim 1, wherein receiving the first information about the identity of the user includes obtaining the first information for a fee.

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5. The method of claim 1, wherein receiving the first information about the identity of the user includes soliciting the first information from the user when the user signs up for a service that provides one or more user-specific advertisements to the user.
  6. The method of claim 1, wherein receiving the first information about the identity of the user is accomplished by extracting the first information from a message transmitted by the wireless communication device.
  7. The method of claim 1, wherein the first information about the identity of the user includes second information about a location of the user, and wherein the one of the plurality of user-specific advertisements is sent to the wireless communication device without transmitting an indication of the location of the user therewith.
  8. The method of claim 1, wherein the first information about the identity of the user excludes second information about a location of the user.
  9. The method of claim 1, wherein searching the first database includes:  
accessing the first database; and  
matching the identity of the user received in the first information against each of a plurality of identities stored in the first database to determine which of the plurality of user-specific advertisements is associated with the user.
  10. The method of claim 1, wherein the communication network includes the Internet.
  11. The method of claim 1, further comprising:  
receiving second information about a location of the user;  
accessing a second database containing a plurality of location-specific preferences;  
identifying one or more location-specific preferences in the second database that are associated with the location of the user;  
selecting the one of the plurality of user-specific advertisements based on the one or more

location-specific preferences in the second database; and  
sending the one of the plurality of user-specific advertisements in the form of the TCP/IP  
message to the wireless communication device without transmitting an indication  
of the location of the user therewith.

12. The method of claim 11, wherein receiving the second information about the location of the  
user includes obtaining the second information for a fee.

13. A method of sending an advertisement over a communication network to a user operating a  
wireless communication device, comprising:

receiving first information about the identity of the user;  
receiving second information about a location of the user;  
searching a database containing a plurality of user-specific advertisements;  
selecting one of the plurality of user-specific advertisements based on one or more  
criteria pre-selected by the user; and  
sending the one of the plurality of user-specific advertisements to the wireless  
communication device over the communication network without transmitting the  
second information about the location of the user therewith.

14. The method of claim 13, wherein receiving the first information about the identity of the user  
is accomplished by obtaining the first information from an information provider.

15. The method of claim 14, wherein the first information about the identity of the user is  
obtained from the information provider for a fee.

16. The method of claim 13, wherein receiving the second information about the location of the  
user includes receiving the second information from an information provider.

17. The method of claim 13, wherein selecting the one of the plurality of user-specific  
advertisements includes:

receiving the one or more criteria from the user;  
storing the one or more criteria received from the user in the database; and  
consulting the one or more criteria while selecting the one of the plurality of user-specific advertisements from the database.

18. The method of claim 13, further comprising allowing the user to unblock over the Internet the transmission of the second information about the location of the user.

19. The method of claim 13, further comprising disclosing the second information about the location of the user to an emergency service provider when the user requests emergency help.

20. The method of claim 13, wherein the one of the plurality of user-specific advertisements is sent over the communication network in the form of a TCP/IP (Transmission Control Protocol/Internet Protocol) message.